

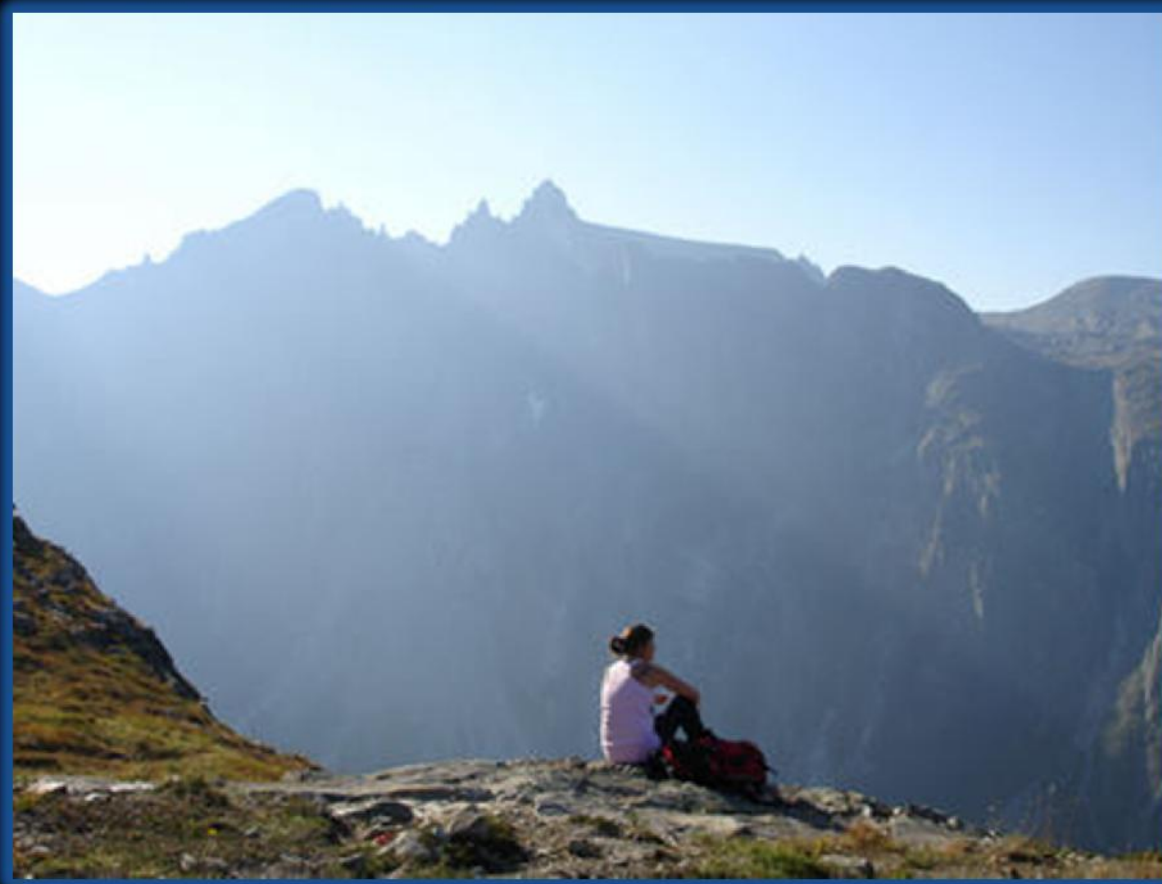
# Extending radio measurement: PPM as a multimedia single-source event tool

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Some info first

Norway:  
5 million people and lots of space



# Measuring radio in Norway

- PPM as a currency since 2007, 12 years +
  - Current contract ends 31.12.2013
  - 2014 - ? (but it will be electronic)
- PPM measuring about 95% of radio listening
  - CATI supplements as local currency

**NRK = BBC**

Radio, Internet, Mobile.

....and TV

# Measuring more than radio

...with the PPM

# The mediahouse of NRK, measured every day

3 tvchannels

5 radiochannels

+ live webstreaming of tv and radio

# Not measuring

The website NRK.no  
(2nd largest Norwegian website)

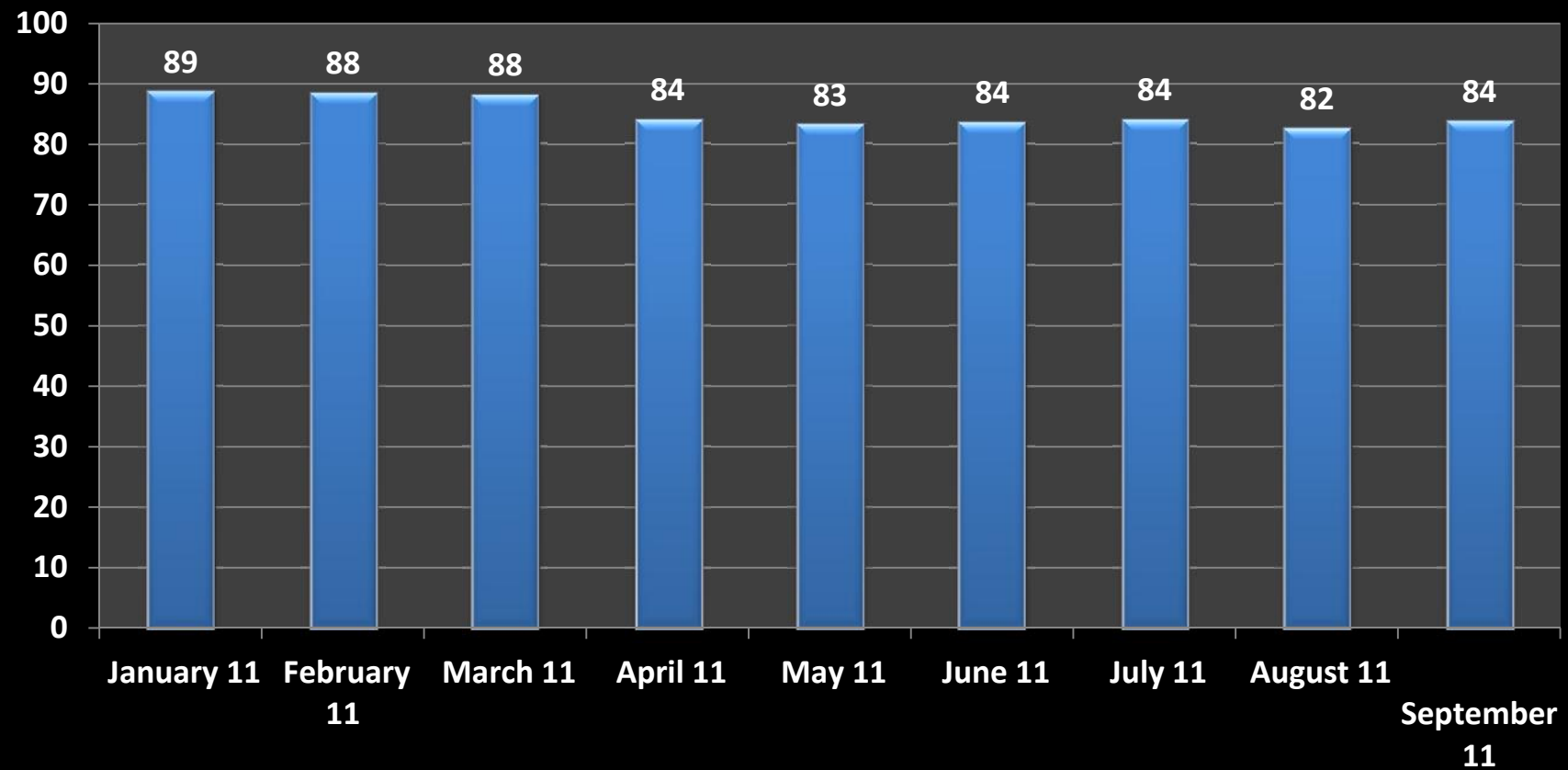
Teletext

NRK on mobile

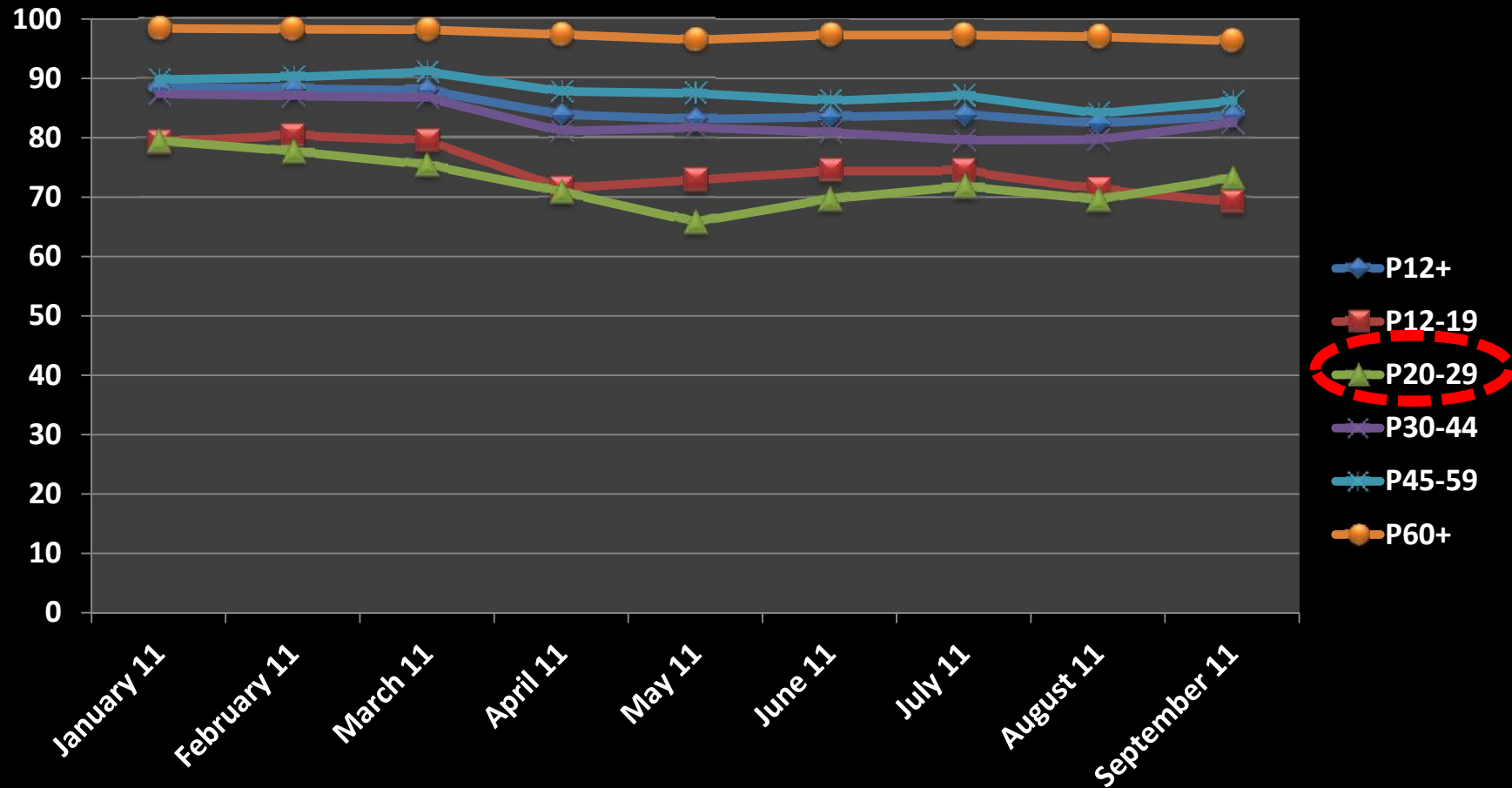
Still:

# Daily reach i %

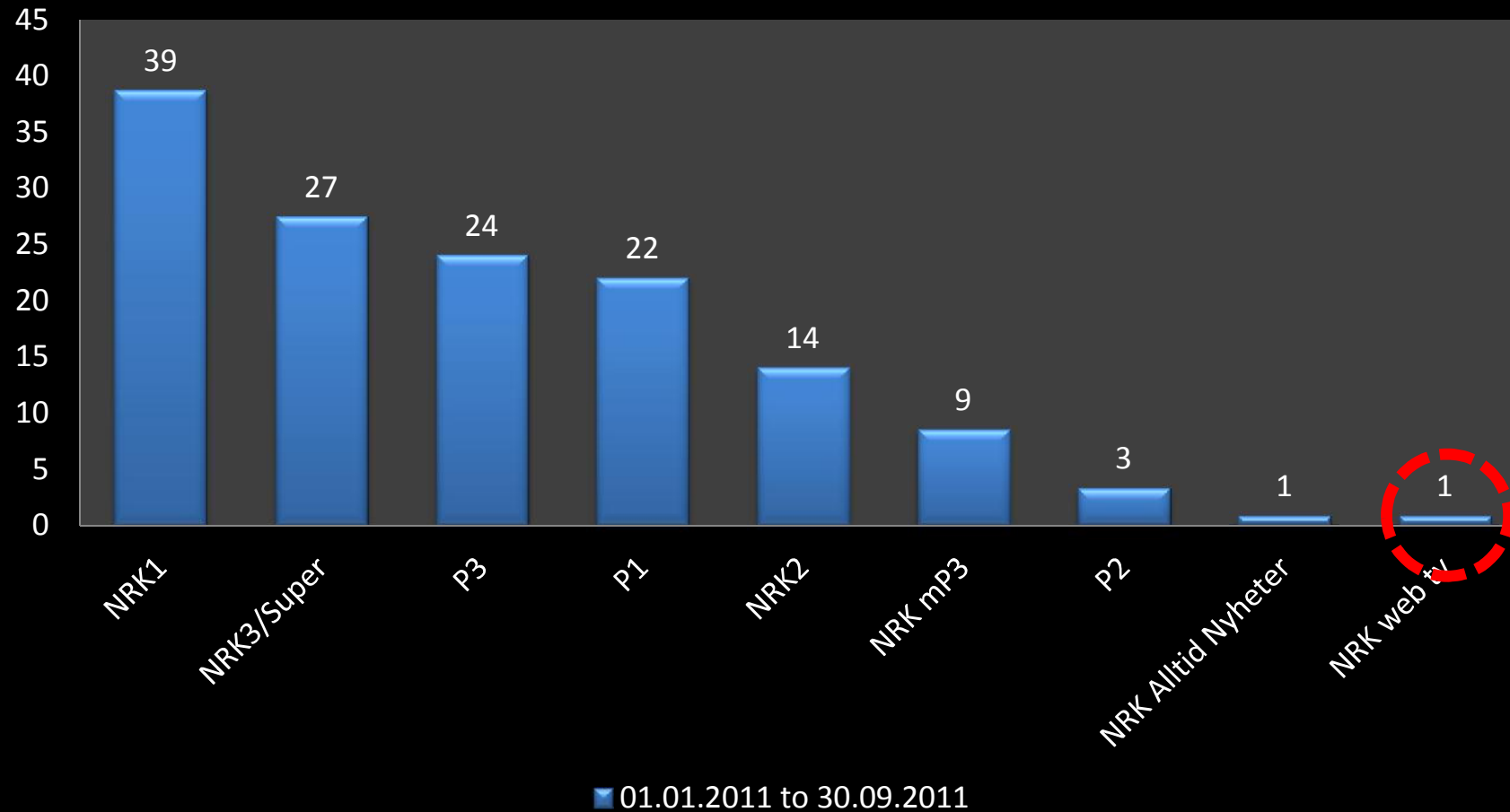
NRK total



# NRK daily reach % in age groups



# Daily reach in % 20-29 year olds



What about web-TV?

# Two different surveys

PPM

VS

Norwegian Internet Panel

# Of course the data are different

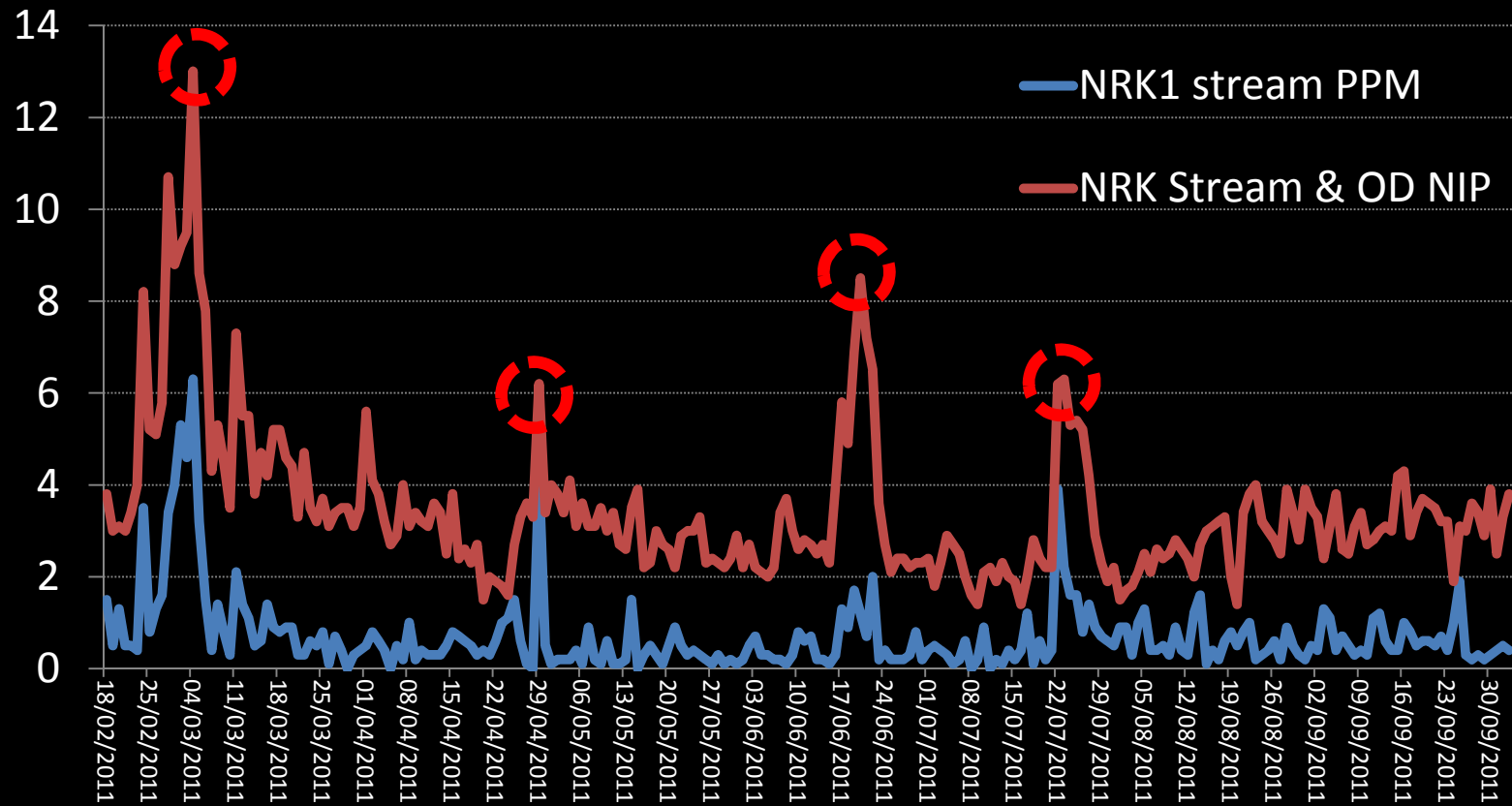
## NIP

- 3500+ panelists (home & out of home)
- Measuring **all** web-tv, live & ondemand
- Endless longtail
- Pictures measured (tagging)
- One PC, one panel member, one viewer

## PPM

- 1000 panelists
- Only NRK1 **live**
- No ondemand  
(could have measured 28 days timeshifted)
- Audio matched
- One PC, as many panel members as may be

# Daily reach in %



# Nordic Skiing Championship Oslo 2011

Measuring the event

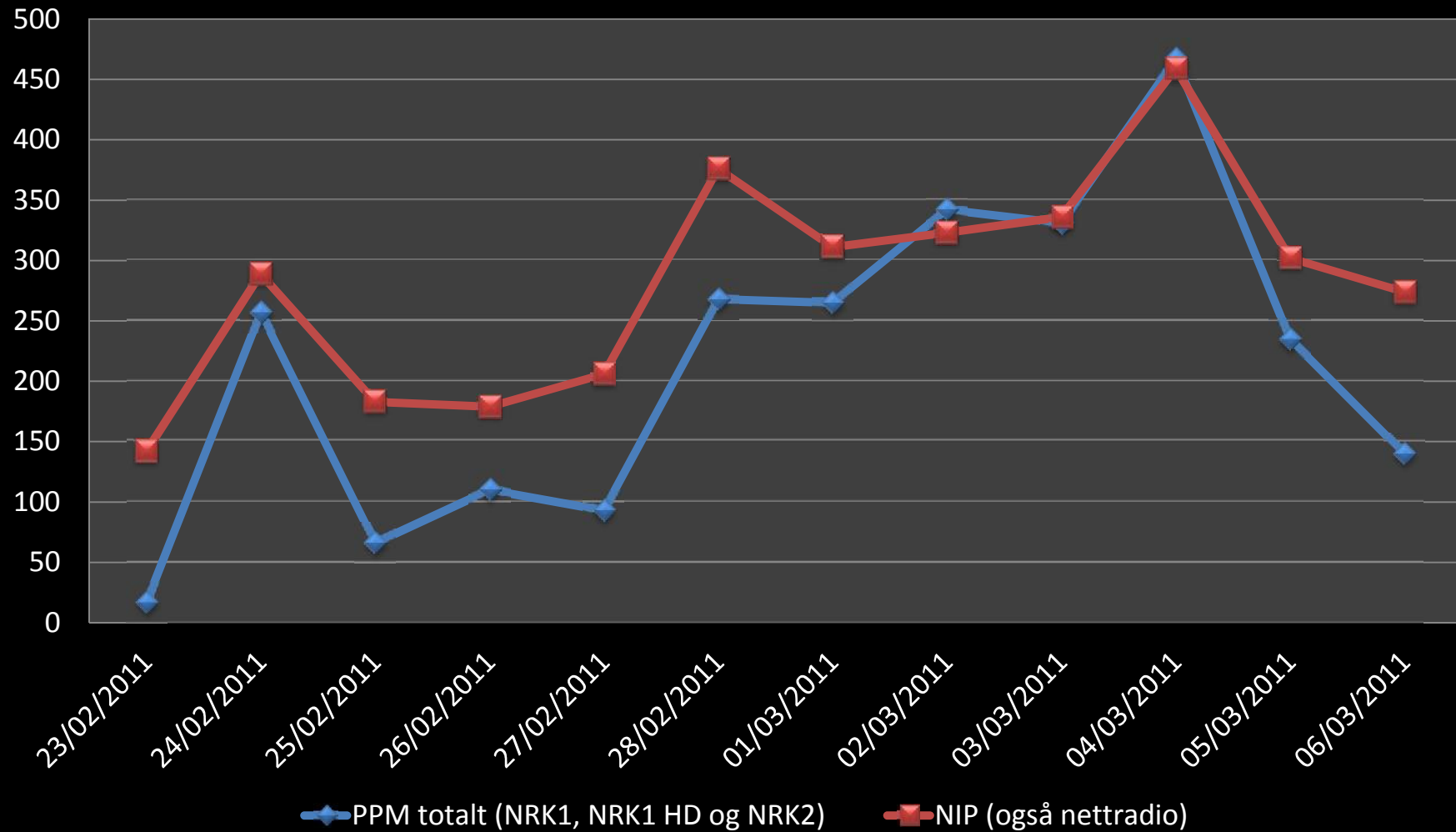
Its all about going for gold

PPM

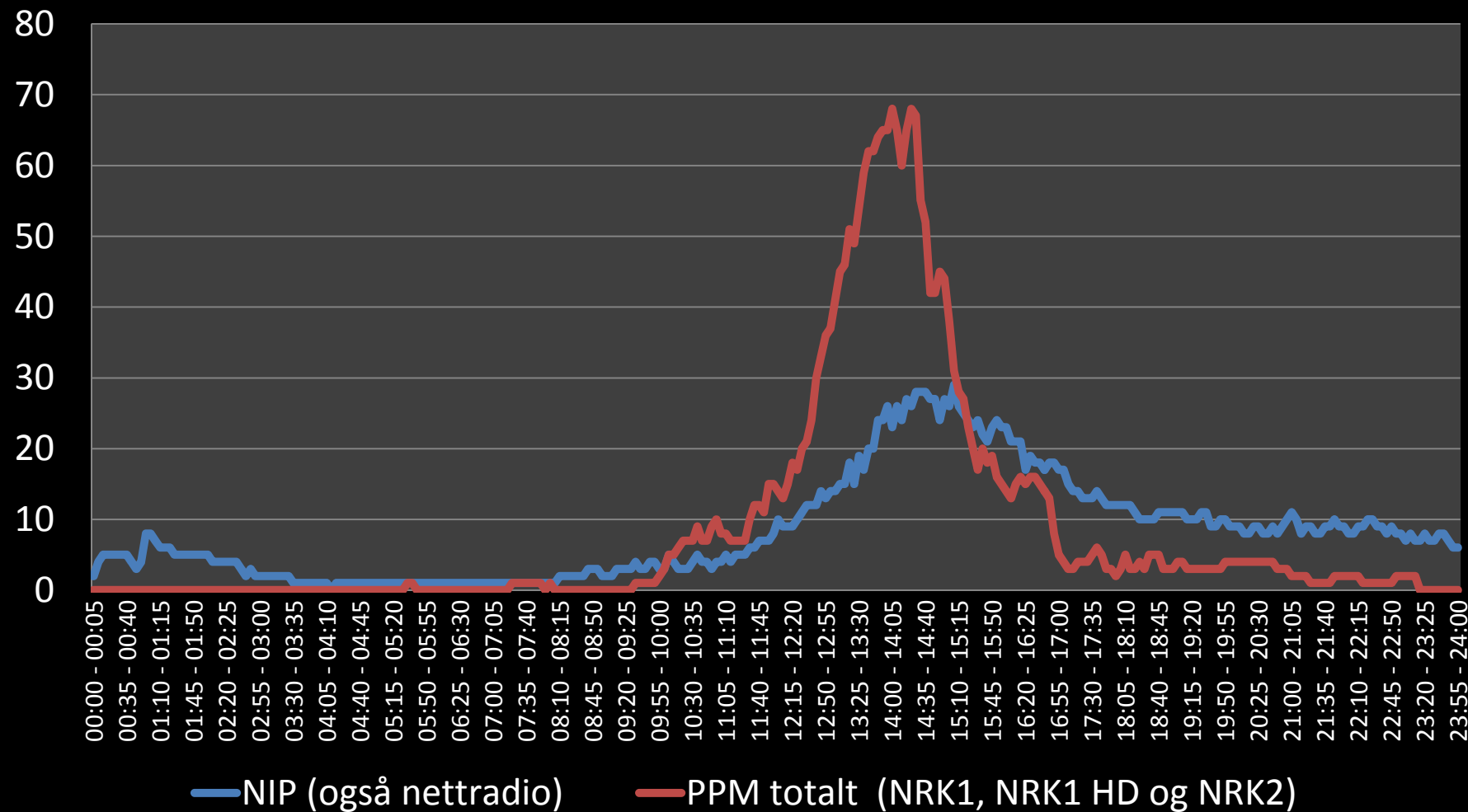
VS

NIP

# Streaming pr day – 2 surveys: Reach i 1000s



# Reach 1000 i 5-minute intervals average for the championship: NIP vs PPM



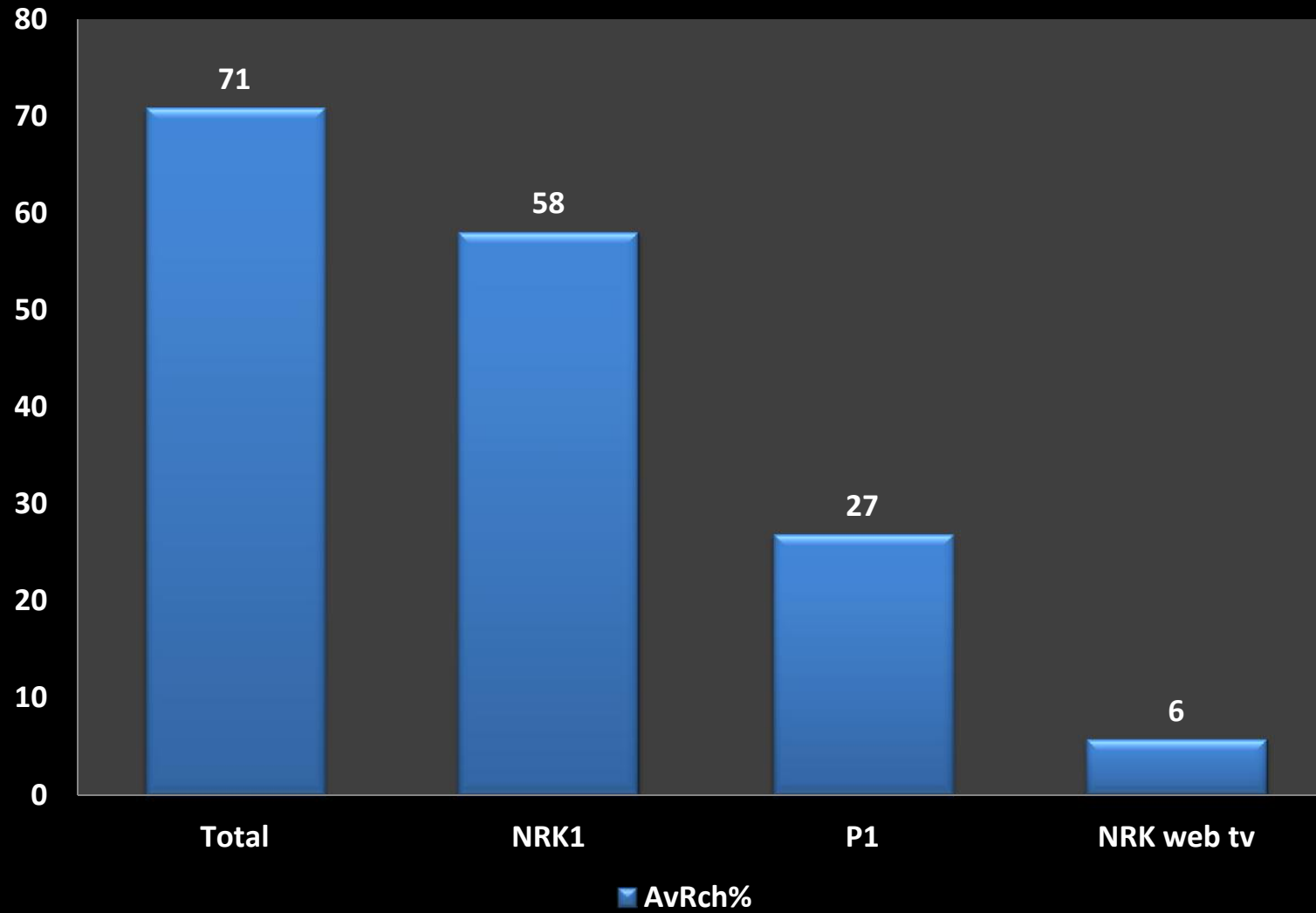
The biggest event of the  
championship:  
mens relay 4 x 10km

PPM measuring stream, tv and radio  
multicast

Friday 4th of march

12:37:26- 14:30:28

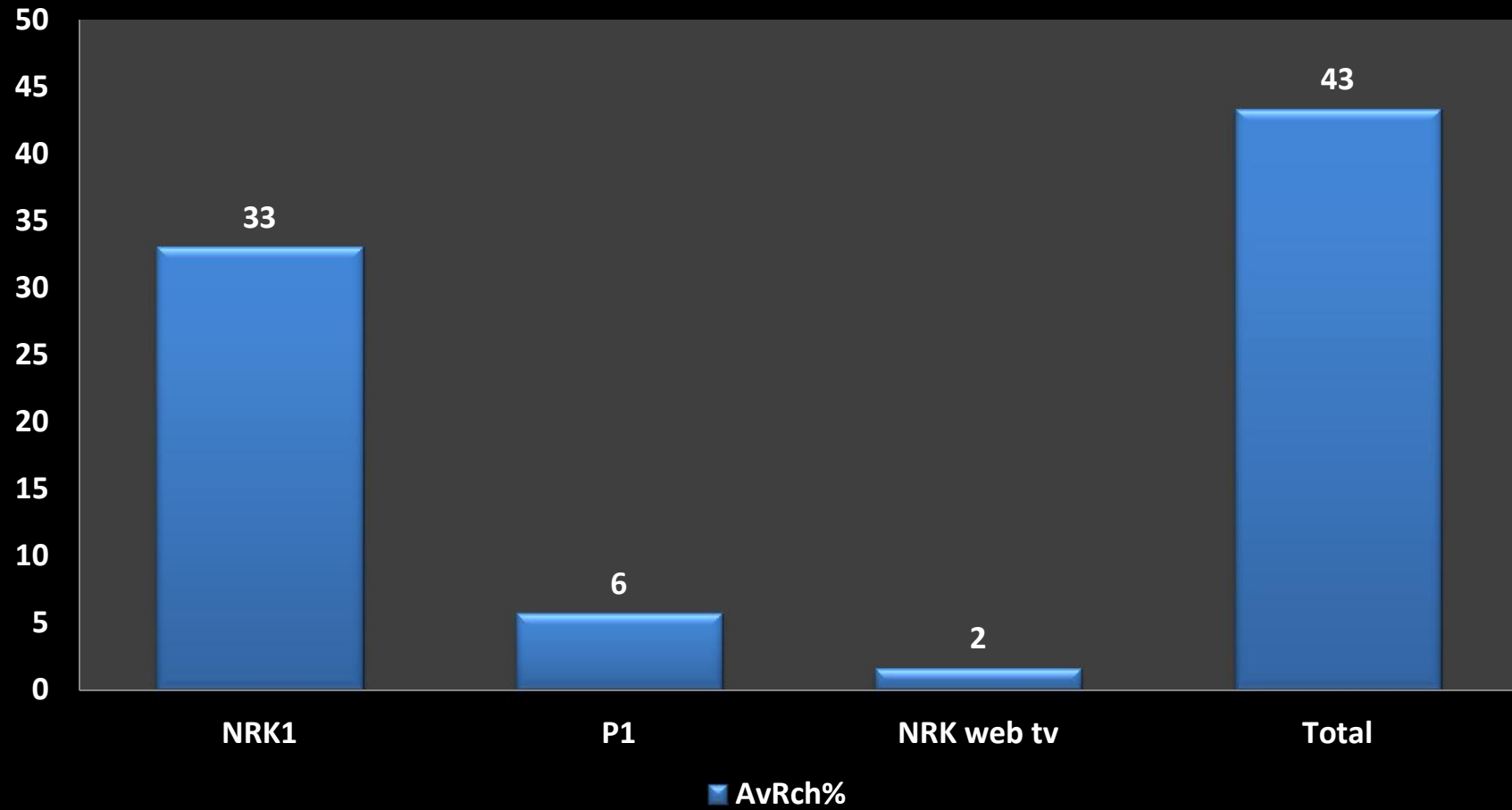
# Total reach%



If we demand more?

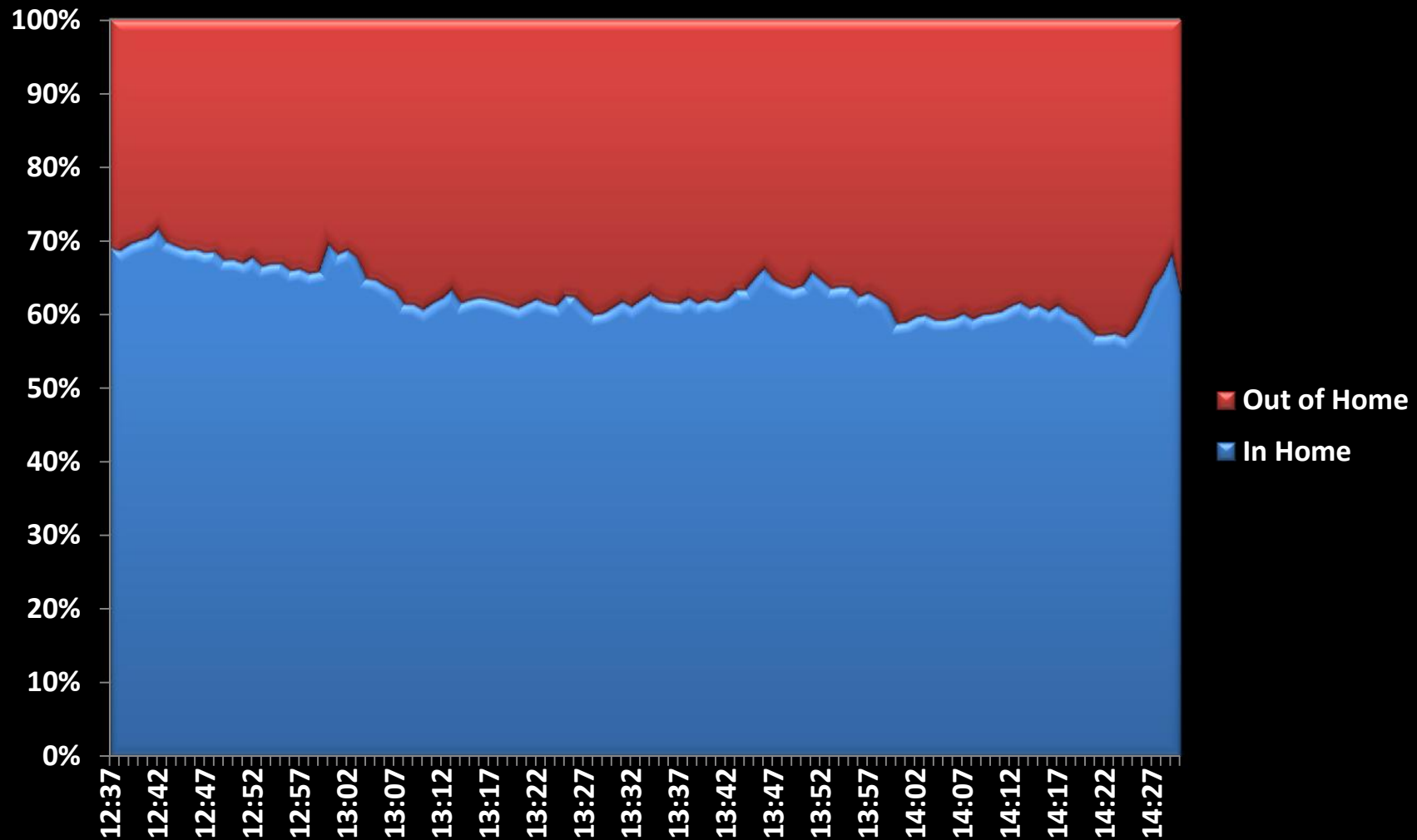
Reach condition:  
at least 50% of the event

# Reach %

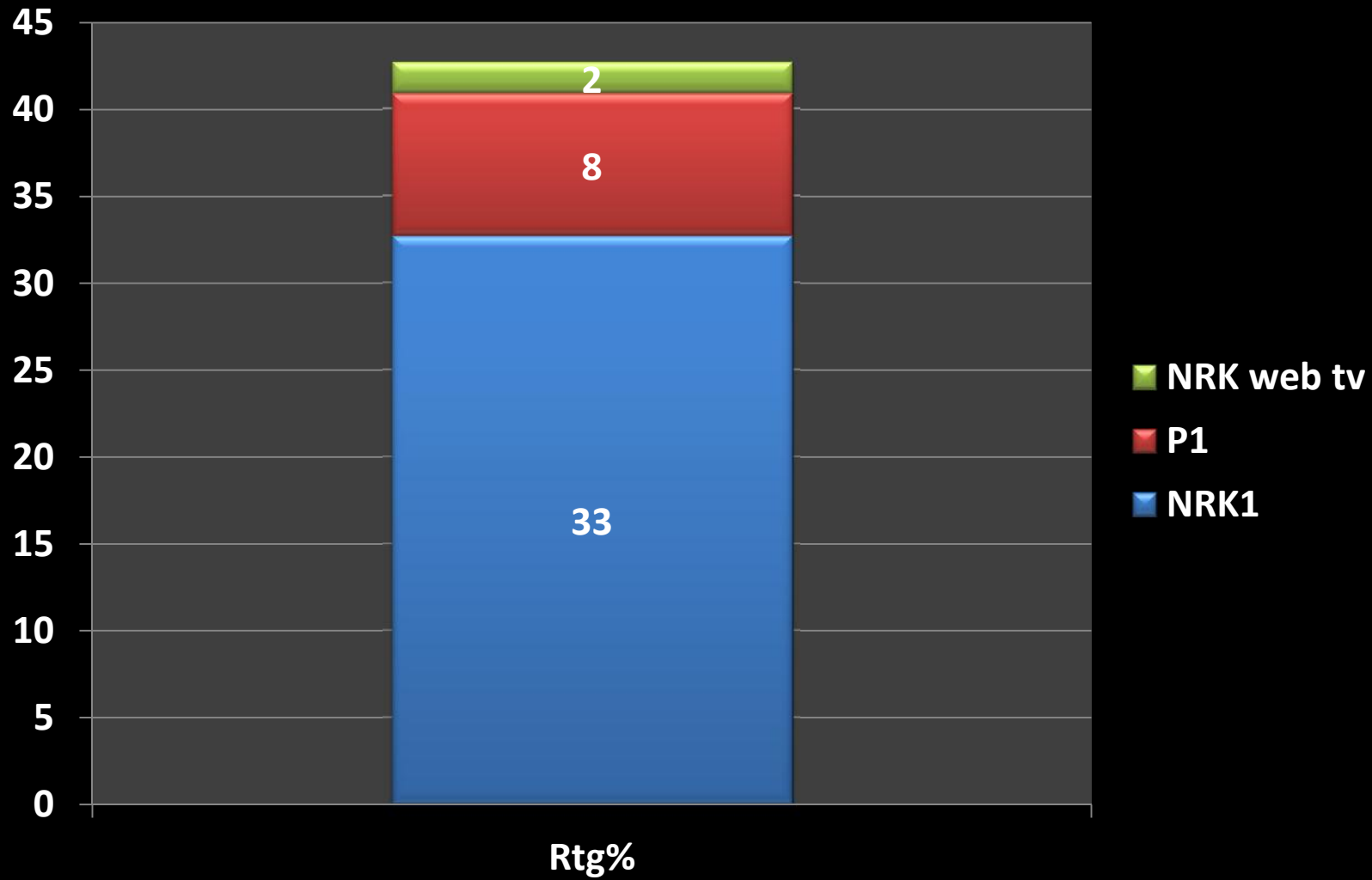


Where wazzz the audience?

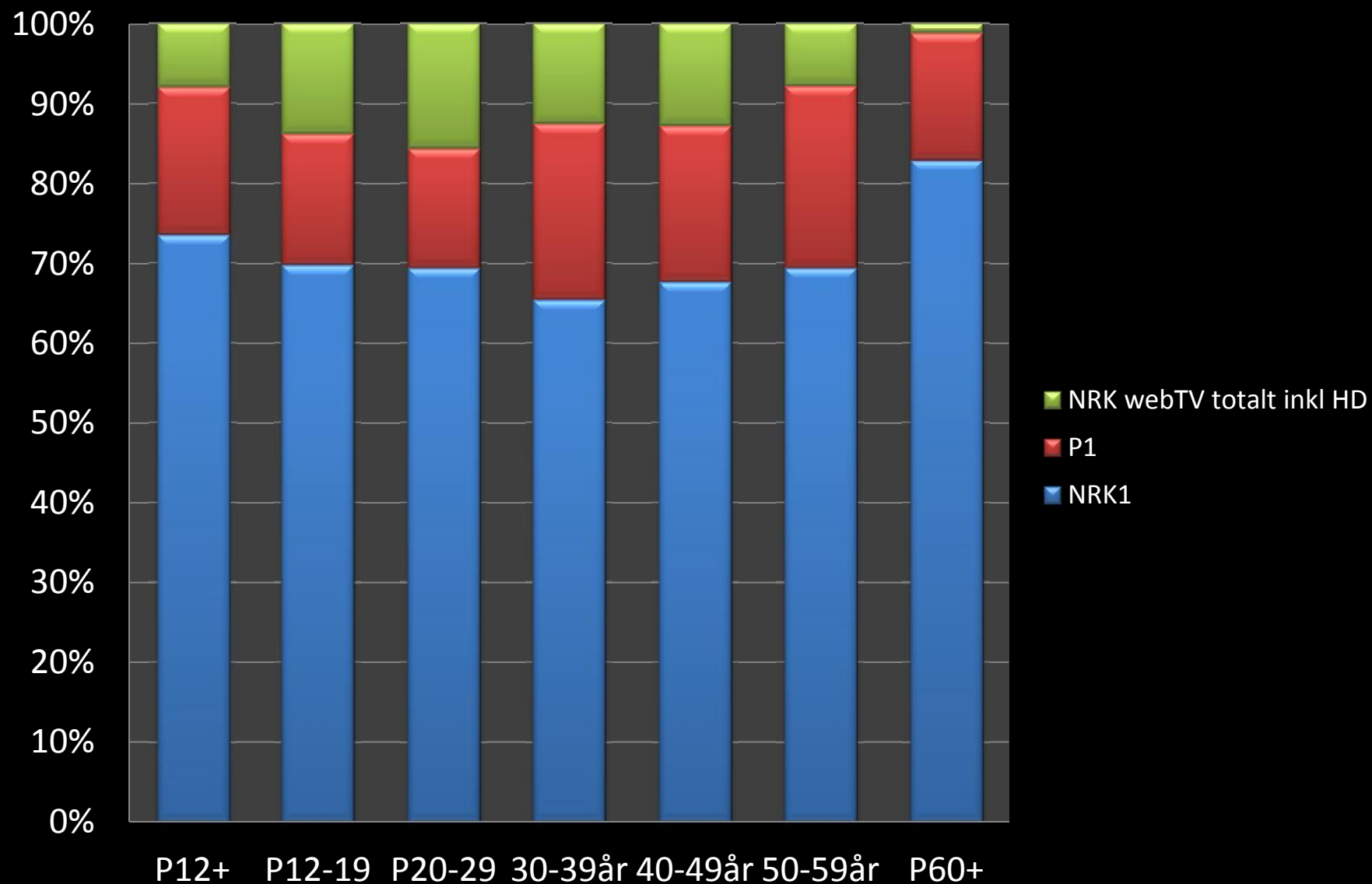
# 30%+ of total consumption wazz not in own home



# We can build a total rating



# And segment the audience on media

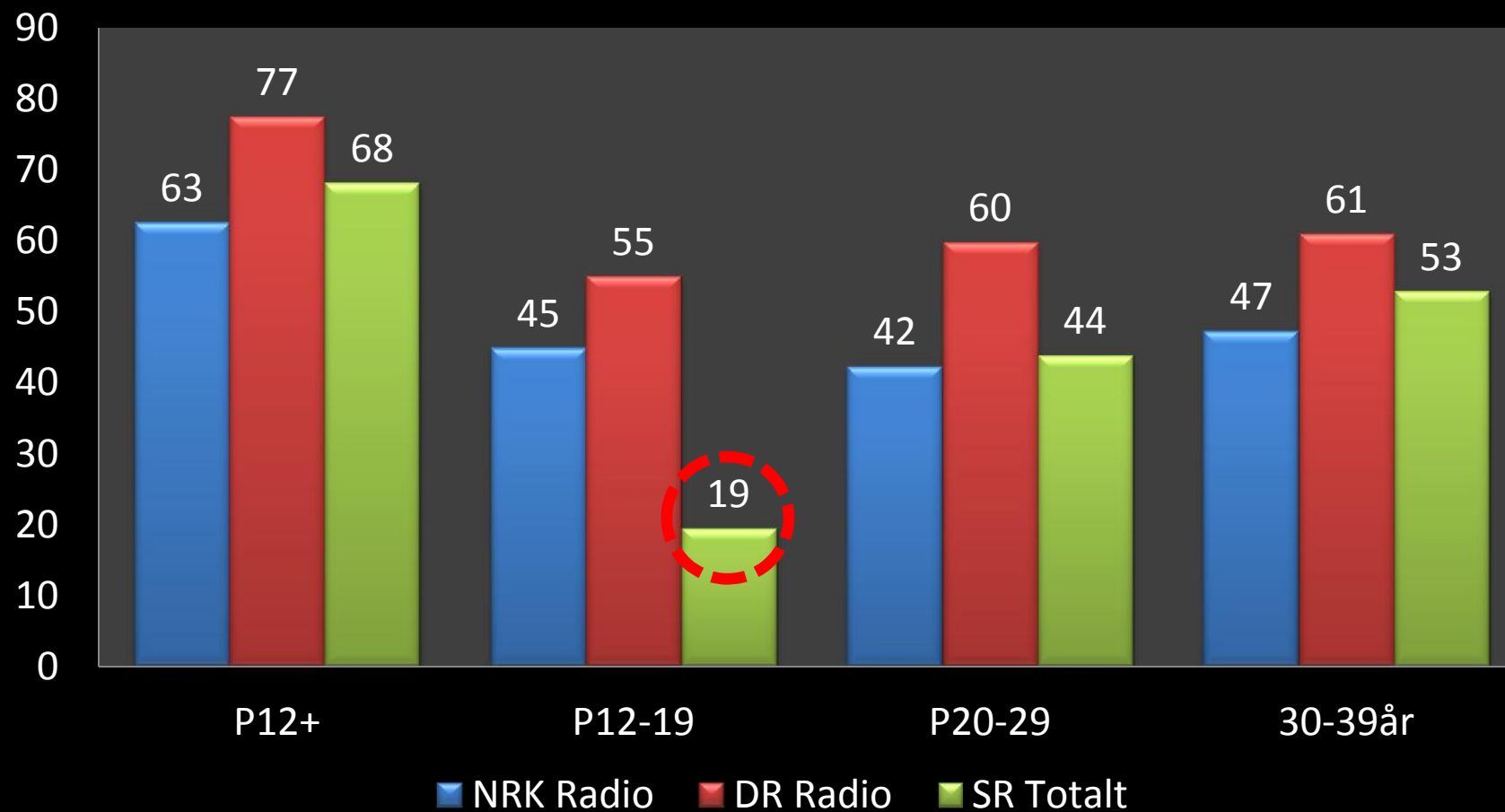


So, no issues?

Yes

# Exposure

# Daily reach in %



And PPM can not measure  
webpages without sound

And earphones...?

We don't know enough

But is there anything better than  
portable audio measuring for  
multimedia measuring?

If you want to go «single source»?

Not yet

Thank you for being exposed

(...but did you listen?)

